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PEACHES AND NECTARINES

Bred and Tested in New Jersey

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M. A. BLAKE

Propagated and Distributed

by

THE NEW JERSEY PEACH COUNCIL, INC.

NEW BRUNSWICK, N. J.

Fall, 1953 - Spring, 1954

VARIETIES RIPENING BEFORE HILEY

MAYBELLE (N. J. 164)

A medium to large, white-fleshed peach ripening a few days before Sunrise and about one week before Red Bird. It is as hardy or hardier than Elberta. It is of good quality for such an early peach. It is a semi-cling under most conditions and as firm as other very early varieties.

SUNRISE (N. J. 133)

An attractive, yellow-fleshed peach of medium size ripening a few days before Early East and Red Bird. It is firm and almost a freestone when ripe. It is resistant to bacterial spot. (See insert for more complete description.)

CHERRYRED (N. J. 129)

A large, round, non-melting, yellow-fleshed clingstone which ripens a few days before Red Bird. The flesh is orange-yellow, deeply stained with red. It can be picked and handled much the same as Red Bird. This variety is essentially an early attractive yellow-fleshed Red Bird.

EARLY EAST (N. J. 134)

A medium to large, yellow-fleshed peach. It ripens about ten days before Golden Jubilee. The fruit develops red color while still firm and in long distance shipping condition. The dormant fruit buds are hardier than Elberta. It has hardness, productiveness, and good quality.

JERSEYLAND (N. J. 135)

This large, firm, attractive, yellow-fleshed freestone ripens a week before Golden Jubilee. It hangs well to the tree, and is an excellent shipper. The tree is hardy, sets fruit buds freely, and comes into bearing early.

RARITAN ROSE (N. J. 97)

A firm, attractive, white-fleshed freestone of good quality, ripening a few days before Golden Jubilee. The tree is vigorous, hardy, and productive. The best early white for the roadside trade.

WILDROSE (N. J. 118)

The best white-fleshed freestone to follow Raritan Rose. The fruit is large, round oval, well colored with red, and has a clear white flesh of high quality.

TRIOGEM (N. J. 70)

A firm, yellow-fleshed freestone of high quality, ripening two to three days later than Golden Jubilee. Very attractive and a good shipper. An excellent commercial variety to follow Jerseyland.

NEWDAY (N. J. 79)

A firm, bright, attractive, yellow-fleshed peach of good quality, ripening with Triogem. It is larger than Triogem and resistant to bacterial spot.

SUNHIGH (N. J. 82)

A large, firm, attractive, yellow-fleshed variety of good quality ripening a few days earlier than Goldeneast. A popular commercial variety. Not recommended for planting where bacterial spot is severe.

REDROSE (N. J. 98)

A firm, highly-colored, white-fleshed freestone of high quality ripening with Goldeneast. The trees are vigorous, productive, and hardy.

MID-SEASON VARIETIES

GOLDENEAST (N. J. 87)

A very large, firm, attractive, yellow-fleshed freestone of high quality ripening about two weeks before Elberta. An excellent variety to follow Sunhigh.

M. A. BLAKE AND SUNRISE

Two peach seedlings, originated by the late Professor M. A. Blake, N. J. 117 and N. J. 133, have been named by the New Jersey Agricultural Experiment Station upon recommendation of the New Jersey Peach Council. Both varieties, under commercial test for over ten years in New Jersey, have an excellent record of production and acceptance on the market. Either or both varieties should make a profitable addition to any commercial orchard.

M. A. BLAKE (N. J. 117)

M. A. Blake, named in honor of the late Professor M. A. Blake, who contributed so much to the peach industry of New Jersey, and of the World, through peach breeding and his many other activities over a period of more than forty years, is a large, firm, bright, attractive, yellow-fleshed freestone, ripening about a week before Elberta. The fruit hangs well to the tree and remains firm for several days after the ground color has turned bright yellow. The quality is equal to J. H. Hale.

The tree is of medium size, vigorous and productive. The dormant fruit buds are as hardy or hardier than Elberta. It is resistant to bacterial spot and an excellent variety for both freezing and home canning.

One New Jersey grower, who made his first planting of the M. A. Blake peach in 1938, under the introduction number N. J. 117, has had a good crop every year but one since that time. His sales records show that N. J. 117 (M. A. Blake) sold for \$0.75 to \$1.25 per bushel above other varieties of the same grade on the same date. In his opinion, there is no variety superior to M. A. Blake for canning or freezing. Retail customers who have used N. J. 117 (M. A. Blake) refuse to take other varieties.

Another grower reports that Summercrest and Redcrest were picked twice before the N. J. 117, which would have remained for several more days on the trees in firm condition. His "M. A. Blake" of the same size and grade sold for \$1.50 per bushel more than Summercrest and \$1.25 per bushel more than Redcrest.

A third grower reports that N. J. 117 brings almost double the price of other varieties ripening at the same time. He says: "It is an excellent shipper and it has strong buyer and consumer demand. Everybody just seems to be tickled to death with it."

Here's what a Cooperative Growers' Association representative says about the M. A. Blake peach: "Two of our growers have had N. J. 117 in production for the past four years, and the trade acceptance has been very favorable. Market quotations have averaged from \$1.00 to \$1.50 per bushel higher than other varieties, which mature during the same period. The quality and color of N. J. 117 is outstanding and it produces equally as well as Summercrest and Elberta. In my opinion it is far superior to either Summercrest or Elberta in every respect."

M. A. Blake is an ideal variety to harvest and market between Sunhigh and Elberta. It has practically everything desirable in a peach; good size, firmness, attractiveness and bright color. It is excellent for canning and freezing, productive, resistant to bacterial spot, hardy and a perfect freestone. What more can you expect? Why not order some trees now and make sure you will have them for planting this fall or next spring?

SUNRISE (N. J. 133)

Sunrise is a firm, attractive, yellow-fleshed peach of medium size, ripening ten days to two weeks before Jerseyland. It is resistant to bacterial spot. The fruit is brighter and more attractive than Early East and Jerseyland. It is classified as a semi-clingstone, but is almost a freestone when ripe.

Sunrise generally tops the market in price among the July varieties of peaches produced in New Jersey. Early thinning of the fruit is essential to the most desirable size at harvest if the set is heavy. The dormant fruit buds are as hardy as Golden Jubilee. The trees are less susceptible to peach canker than Early East and Jerseyland.

One commercial peach grower in South Jersey reports that N. J. 133 (Sunrise) has been his most profitable variety for several years, better than Early East or Jerseyland. It has competed successfully on the market with southern Elberta.

Sunrise is an excellent variety with which to start the peach harvesting season, particularly in South Jersey. It should have a place in any orchard where there is a need for early peaches.

PLACE YOUR ORDER NOW FOR TREES OF M. A. BLAKE AND SUNRISE FOR FALL 1953 OR SPRING 1954 PLANTING! THE TREES OFFERED BY THE NEW JERSEY PEACH COUNCIL ARE THE ORIGINAL PARENT STRAIN; HEALTHY, TRUE TO NAME AND CAREFULLY GRADED.

ORDER BLANK

Date....., 19

To THE NEW JERSEY PEACH COUNCIL, INC.,
R. F. D. No. 3, Princeton, New Jersey:

I would like to place an order for the following trees:

<i>VARIETY</i>	<i>No. Trees</i>	<i>Grade Preferred</i>	<i>VARIETY</i>	<i>No. Trees</i>	<i>Grade Preferred</i>
Maybelle.....			M. A. Blake.....		
Sunrise.....			White Hale.....		
Cherryred.....			Afterglow.....		
Early East.....			Laterose.....		
Jerseyland.....			Goodcheer.....		
Raritan Rose.....			Constitution.....		
Wildrose.....			Fallate.....		
Triogem.....			Autumn.....		
Newday.....			Frostqueen.....		
Sunhigh.....			Nectarose.....		
Redrose.....			Garden State.....		
Goldeneast.....			Nectaheart.....		
Summerrose.....			Nectacrest.....		
Summercrest.....			Nectalate.....		

LIABILITY AGREEMENT

Great care is used to avoid mistakes, but in case any trees prove to be untrue to the name under which they are sold, the original order will be replaced or the amount actually paid for such stock at the time of purchase will be refunded. The purchaser agrees to accept the trees on these terms.

Signed.....

Address.....

I will call for the trees at.....
when notified they are ready.

Please ship the trees to:.....

Enclosed find { Check
Money order for.....

Make checks and money orders payable to the New Jersey Peach Council, Inc.

CHURCH BLANK

TO THE NEW BRITISH FARM HOUSEHOLD

THE NEW BRITISH FARM HOUSEHOLD

Year	Month	Day	Year	Month	Day
1840	Jan	1	1840	Jan	1
1840	Feb	1	1840	Feb	1
1840	Mar	1	1840	Mar	1
1840	Apr	1	1840	Apr	1
1840	May	1	1840	May	1
1840	Jun	1	1840	Jun	1
1840	Jul	1	1840	Jul	1
1840	Aug	1	1840	Aug	1
1840	Sep	1	1840	Sep	1
1840	Oct	1	1840	Oct	1
1840	Nov	1	1840	Nov	1
1840	Dec	1	1840	Dec	1

CHURCH BLANK

TO THE NEW BRITISH FARM HOUSEHOLD

THE NEW BRITISH FARM HOUSEHOLD

THE NEW BRITISH FARM HOUSEHOLD

SUMMERROSE (N. J. 101)

The best large, oval, white-fleshed freestone to follow Redrose in New Jersey. The fruits resemble well-colored Belle of Georgia in shape and appearance, but are firmer, larger, and earlier.

SUMMERCREST (N. J. 94)

A large, oval, yellow-fleshed freestone ripening just before Elberta. A popular home canning peach. The tree is vigorous and hardy. An excellent variety to precede Elberta.

M. A. BLAKE (N. J. 117)

A large, attractive, yellow-fleshed freestone ripening a week before Elberta. The flesh is very firm and the fruit hangs well after it becomes highly colored. It is as hardy as Elberta. Bright, firm and attractive. (See insert for more complete description.)

WHITE HALE (N. J. 63)

A large to very large, white-fleshed freestone of good quality ripening with J. H. Hale. The tree is more vigorous than J. H. Hale and the flowers are perfect. It meets the demand for a large, showy, white-fleshed peach during the Elberta season.

VARIETIES RIPENING AFTER ELBERTA

AFTERGLOW (N. J. 84)

A large, high-quality, yellow-fleshed freestone ripening immediately after Elberta. The trees are vigorous, hardy, and productive. An excellent variety to prolong the Elberta season. Susceptible to bacterial spot.

LATEROSE (N. J. 109)

This is a white-fleshed freestone ripening a few days after Elberta and White Hale. Hardy, productive and attractive. It has high quality for canning and freezing as well as for slicing fresh.

GOODCHEER (N. J. 152)

A large, bright, attractive, yellow freestone of good quality, ripening about a week after Elberta. A promising variety to prolong the Elberta season. Susceptible to bacterial spot.

CONSTITUTION (N. J. 161)

A large, yellow-fleshed, freestone of high quality ripening a week to ten days after Elberta or about with Goodcheer. It rates high for canning.

FALLATE (N. J. 183)

An attractive, white-fleshed freestone peach of high quality and good size, ripening a week to ten days after Elberta or about with Goodcheer and Constitution. It is a promising white peach to follow Laterose.

AUTUMN (N. J. 145)

The latest, large, yellow freestone, ripening fully ten to fourteen days after Elberta. Later than Rio-Oso-Gem. The tree is a very vigorous grower and should be planted on well-drained, good peach soil.

FROSTQUEEN (N. J. 185)

A white-fleshed, freestone peach ripening about a week after Fallate and at least two weeks after Elberta. An excellent white peach to follow Fallate.

NECTARINES

NECTAROSE (N. J. 9)

A large, white-fleshed freestone, ripening just before Garden State, or about with the Sunhigh peach.

GARDEN STATE

A large, firm, yellow-fleshed freestone of high quality ripening with the Goldeneast peach. It is very desirable for slicing, canning, and freezing.

NECTAHEART (N. J. 10)

A large, white-fleshed freestone completely shaded with red, ripening immediately after Garden State. Some specimens grown at New Brunswick have been over 2½ inches in diameter.

NECTACREST (N. J. 8)

This large, attractive, white-fleshed freestone, usually ripens with the Summercrest peach at New Brunswick or about one week after Nectaheart.

NECTALATE (N. J. 4)

This is the latest variety to ripen among all the nectarines offered by the New Jersey Peach Council. It usually ripens with the Afterglow peach, or nearly two weeks later than Nectacrest.

LOW ACID PEACHES

HONEYGEM, yellow freestone. Few days after Elberta.

NEWCHEER, white freestone. Few days after Elberta.

NUMBERED VARIETIES AVAILABLE IN LIMITED QUANTITIES TO NEW JERSEY GROWERS

N. J. 137

A large, bright, yellow-fleshed peach ripening between Early East and Jerseyland. It is resistant to bacterial spot.

N. J. 197

An attractive, yellow-fleshed peach ripening with Golden Jubilee. It is firmer than Golden Jubilee and the color is similar to Newday.

N. J. 157

A large, firm, yellow-fleshed freestone ripening three weeks before Elberta. A good peach to follow Triagem.

NEW JERSEY PEACH COUNCIL RECOMMENDED GRADES AND PRICES, FALL 1953 — SPRING 1954

Subject to change without notice.

GRADE	1 to 9 trees	10 to 24 trees	25 to 99 trees	100 to 249 trees	250 to 499 trees	500 to 1,000 trees
18 to 24 inches.....	—	—	\$0.75	\$0.60	\$0.50	\$0.40
2 to 3 feet.....	—	—	.80	.65	.55	.45
3 to 4 feet.....	\$1.50	\$1.25	.90	.75	.65	.55
4 to 5 feet.....	1.50	1.25	.90	.75	.65	.55
5 to 6 feet.....	2.00	1.50	1.25	—	—	—

Write for special prices on orders for over 1,000 trees.

Trees may be secured at the C. H. Steelman Fruit Nursery on the Clarks-ville-Port Mercer Road, about one-quarter mile from State Highway Route 1. Telephone Princeton 1-2525. Small shipments to distant points, including all orders for less than 25 trees, will be sent by express collect unless otherwise specified on the order blank.

PLACING ORDERS

All orders for trees should be sent to the New Jersey Peach Council, Inc., R. D. No. 3, Princeton, New Jersey. Orders for Fall delivery will receive first consideration.

A deposit equal to 10 per cent of the total cost of the trees is required with each order and the balance before delivery.